Municipal Communications Strategy

HINTON

TABLE OF CONTENTS

INTRODUCTION

The Town of Hinton is committed to advancing its public and corporate communications, and is achieving communications excellence.

The 2022-2026 Municipal Communications Strategy is intended to build on the Town's previous years of investments into establishing and building a strong foundation for communications.

The Strategy will serve as a framework to guide how the Town communicates with members of the public and employees, and provides sequenced actions to implement key elements of the framework.

GETTING TO NOW

Over the past 12 years, the Town has been conscious of its need to resource, plan, and deliver its communications with a centralized communications team to help Departments achieve a more strategic, coordinated, and consistent approach to their communications.

Between 2009 and 2021, the Town's centralized communications support was one post held by a Communications Coordinator. Between 2009 and 2013, the Communications Coordinator role was primarily technical, providing subject matter expertise and supporting delivery of Town information.

Accordingly, the focus of the 2009-2013 communications strategy was to give more of a consistent, recognized presence to the Town's communications tactics and tools. During this period, the Town refreshed its visual identity as well as enhanced its suite of corporate communications channels to reach members of the public more effectively and efficiently.

Having developed a strong tactical foundation for its communications, the Town turned its attention to overlying strategy, with a focus on communication excellence, on its communications activities. As part of its 2014-2017 Municipal Communications Plan, the Town focused on aligning communications planning and deliverables with strategic priorities and business objectives and putting an emphasis on exploring and enhancing digital communications, including recognizing the value of digital tools to provide timely, accessible content.

These goals were advanced in the 2018-2021 Municipal Communications Strategy. The focus of this strategy was to describe and leverage all aspects of the Town's communications systems to:

- Ensure that Town employees know how to benefit from and work with the Communications team
- Bolster the Town's communications processes and practices to ensure that Town employees are fully engaged, and that they have the information, support, and tools to communicate effectively and efficiently with one another and external audiences
- Continue to build on the Town's work to ensure that its external communications help to advance its strategic priorities and business goals
- Start to align the Town's systematic commitment and approach to communications excellence with its public engagement work

During the 2017-2021 period, the most significant change in Communications was the expansion of the Service Unit by one full time employee. In 2021, the Communications Coordinator role was split into two: a Communications Coordinator responsible for external communications, and a Communications Assistant to handle internal communications and support grant applications. This split has been met with extremely positive feedback from both employees and the public, who have commented on the increase in the quality and quantity of communications.

Communications Coordinator

Communications Coordinator

External facing
- Website Lead
- Social Media Lead
- Media Relations
- Council Meetings

Communications Assistant

Internal facing
- Internal Coms
- Grant Support
- Report Review
- Web Support

> " I think [communications] has been great since we created the internal and external communication positions "

Employee comment from the 2022 Internal Communications Survey

Many of the 2018-2021 goals were accomplished, some are ongoing, and some have been carried forward in this 2022-2026 plan as their implementation was stalled due to the COVID-19 pandemic and staff turnover. It was an extraordinary period of time, and the challenges faced by the Communications unit made us aware of new strategic communications opportunities.

This 2022-2026 Municipal Communications Strategy reflects on those achievements and opportunities to learn, while sequencing the Town's future actions to make sure it takes a deliberate, informed, and methodical path to achieving an integrated communications system and communications excellence.

COMMUNICATIONS EXCELLENCE

Communications excellence as an outcome signifies that an organization is effectively and efficiently using communication to foster relationships with its key audiences to achieve mutual understanding, realize organizational goals, and serve the public interest.

Organizations that achieve communications excellence recognize that corporate communications must include both managerial and technical roles, where the managerial role sets the strategic direction, and the technical roles align with and bolster the managerial considerations.

The managerial role focuses on providing strategic advice relative to how organizational decisions will affect external audiences. It ensures that the Town considers both internal and external interests in all its activity. This has proven helpful in advancing local initiatives, garnering support for projects and plans, and reputation management.

The technical roles include subject matter expertise and service delivery work to plan, develop and deliver communications. In the Town of Hinton, the technical roles are the Communications Coordinator, who handles external, public-facing communications, and the Communications Assistant, who is responsible for internal communications.

To gain the most value, the managerial and technical roles must be integrated, and the Communications unit must be supported by all other members of the organization. The elements must align and work in concert to allow the organization to communicate the right information to the right people using the right channels at the right time. It is when these elements are working well together that an organization realizes communication excellence.
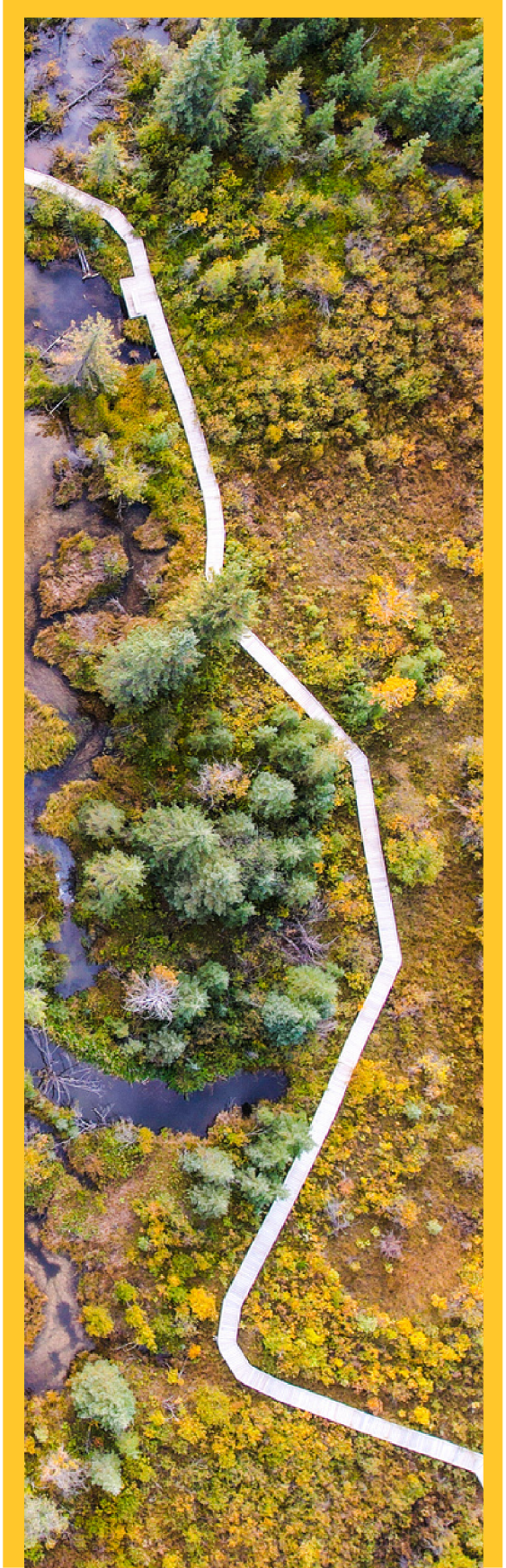
ABOUT THIS STRATEGY

The 2022-2026 Municipal Communications Strategy outlines communication goals with sequenced implementation tactics for the Town of Hinton.

This Strategy focuses on advancing the Town's communication systems in an integrated manner by taking a systems-level view of the Town's approach to communications. It identifies where, within the system, the Town can make improvements, emphasizes goals and objectives that are relevant to Town employees, and identifies tactics that are best led and delivered by different areas of the organization. While the Strategy includes tactics to be led by the Communications unit, it recognizes that this team helps to steward the communications system but cannot own or manage all elements of it.

The following Strategy reflects a culmination of local context, employee and public input, best practices, and municipally-focused research and benchmarking. It has been created in conjunction with the Town of Hinton Strategic Plan 2022 and is intended to serve as a framework to guide how the Town communicates internally as well as externally with the public in pursuit of communications excellence.

ACHIEVEMENTS & OPPORTUNITIES FOR IMPROVEMENT

The Town of Hinton has completed much of the work identified in the 2018-2021 Municipal Communications Strategy. The implementation of some elements was stalled but there was still an array of accomplishments directly tied to advancing the elements of the Town's communication system.

Achievements from the 2018-2021 Municipal Communications Strategy:

Goal 1 – Objective 3: Increase employees' knowledge of Department functions and who fulfills them

Action	Completion Notes	Sustainability Notes
Create an overview of the Town's Departments including core business functions and the staff leads. Make available to staff and public.	Two visual representations of the Town's organizational chart are available on the website. The core business functions of each Department are visible within each Department page of the website	Department or organizational restructures will dictate the update/maintenance frequency of these pages. Staff leads are identified by position title to reduce the frequency of updates to these pages. The staff directory provides a location on the website where staff positions, names, and workplace contact information are available for viewing.
Provide an overview of the Town's Departments, business functions and functional leads as part of all employee onboarding.	These elements have been included on the New Hire Checklist that is initiated by Human Resources upon the hiring of a new employee. The Communications Service Unit will provide orientation on the following: • Intranet and website, staff directory and positions • Communication Policy review and training • Add subscriber for Intranet, Staff News, and Emergency Alerts lists.	The New Hire Checklist is reviewed periodically and as needed by Human Resources. Communications will ensure updated and current materials are presented to each employee during onboarding. Where changes to current documentation is imminent, Communications will advise the new employee of an upcoming change, and direct the worker to connect with their direct supervisor for training related to the change once implemented.

Goal 1 – Objective 4: Support collaborative projects aided by employees readiness for inter-Departmental communication and problem solving

Action	Completion Notes	Sustainability Notes
Implement a feedback loop into the electronic work order system, where Town employees are able to provide status updates on work requests and indicate when a file is closed.	The Request a Service function on the website allows staff and members of the public to receive updates with respect to the submitted request. This system is currently limited to external service requests issued by a citizen.	This function requires minimal upkeep. More licences would need to be purchased if the Town wishes to expand the system beyond service requests issued to Infrastructure Services, Parks, Facility Maintenance, and Corporate Services. Currently only 5 licences are available. Additional licences would build capacity, and increase the number of staff able to address an external request for service.

Goal 1 – Objective 5: Increase employee engagement

Action	Completion Notes	Sustainability Notes
Adopt an employee engagement survey to benchmark employee engagement levels and seek opportunities for improvement, including internal communications.	Human Resources has created and is using an exit interview/survey in partnership with Communications. Surveys, news bulletins, the safety management system, and all staff emails are used to engage with staff on a variety of matters (work-social events, new policies and procedures, staffing announcements and changes, communications from the CAO or Council.	Most staff have been transitioned to a Town email. This is helpful for all staff communications and access to the safety management system. This practice should be continued as a means of direct communication with each employee. Additional hardware, such as worksite tablets would assist Communications and Human Resources in engaging with staff on a more regular basis. Currently, all staff have access to an email, but limited access to a device to check the email.

STAKEHOLDER ENGAGEMENT CYCLE

START HERE

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05
02
04
03
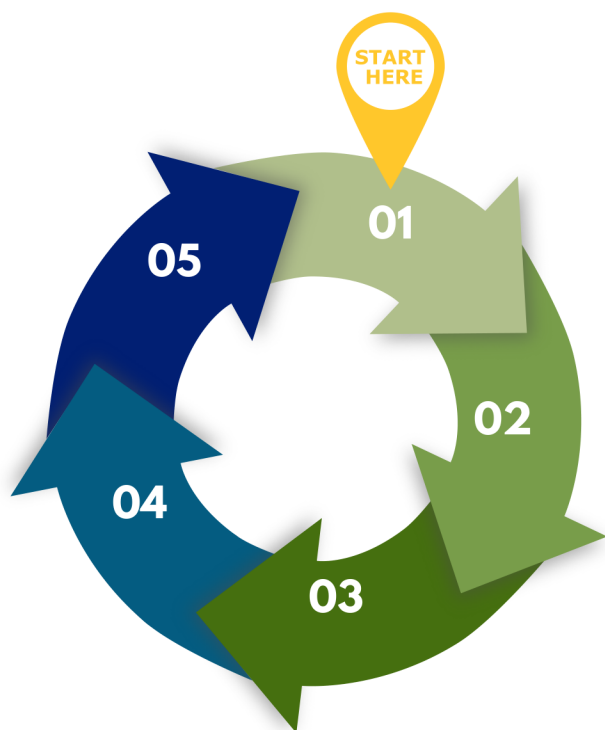
● Identify, recognize, and acknowledge stakeholders

● Analyze contribution commitment and support

● Plan activities that need to be performed to ensure commitment

● Execute the activities

● Monitor outcomes and take corrective actions

Goal 2 – Objective 1: Anticipate, identify, and plan for opportunities and issues with the potential to affect the Town or impact its reputation

Action	Completion Notes	Sustainability Notes
Develop a template for key messages (internal and external), with writing tips.	Templates for Policies, Directives, and Procedures complete with writing guide. Templates for public notices via social media created and in use. Report template in use, training is provided on a quarterly or 'as needed' basis.	These templates should be reviewed on an annual basis for relevance and required updating.

Goal 3 – Objective 2: Enhance alignment between the public's needs and interests and the Town's communications content and channels

Action	Completion Notes	Sustainability Notes
Continue to advance the functionality, design, and navigation of the Town's website.	New website design and mapping launched June 14, 2022. Enhanced News and Announcements section which is now prominently placed on the homepage.	Page additions should be restricted and added only by the Communications team to eliminate mapping confusion for members of the public. Archiving dates should be added to News and Announcements and some project documentation/pages to ensure the most up to date information is retrieved internally on the website, and externally via the Google algorithm.
Develop a social media plan to clearly indicate which channels the Town will use, why and for what purpose.	Facebook has been the prevailing social media platform used by citizens. The Communications team has enhanced use of the Town Facebook pages as a means of sharing information with all citizens, businesses, and visitors as well as targeted groups. Facebook advertising has been enhanced with supporting budget and is yielding additional reach related to Town news, events, programs, and application processes for Boards and Committees. YouTube is being used as a streaming service for Council Meetings, and is used to post videos of other meetings, events, and promotional content.	YouTube use should be continued, as this is a free platform and has resulted in budgetary savings as we no longer require payment for the video streaming service via the website. The website must continue to link to Town social media sites clearly and prominently (top of website homepage). The Communications team is evaluating the benefits of adding additional social media platforms for the purpose of 'quick info' in digestible formats that both humanize the organization and enhance outreach to Hinton's younger demographic.

Goal 4 – Objective 1: Enhance public and stakeholder understanding of the Town's commitments t to public engagement and when and how they can expect to be involved in decision-making processes

Action	Completion Notes	Sustainability Notes
Create an engagement section of the website that shares information about the Town's approach to public engagement and commitments to the public, list public engagement initiatives, shares information on how to provide input, and shares what we heard and/or what was decided.	Communications have added a new module to the website in 2022, CivilSpace. This module can support up to five engagement projects at once, and provides project information, the engagement platform in multiple methods, project timelines and contact person as well as results.	Communications will provide annual training on CivilSpace in order to ensure Departments are aware of the tools at their disposal for engagement initiatives.

Achieve coordinated action

Facilitate leadership effectiveness through enhanced collaboration

Create a good public image and reputation for the organization

Share information regarding organizational goals, task directions, results of efforts, and decision making

Encourage employees' participation in decision making

Achieve effective control

HOW WE HELP

2022
SURVEYS

With the Town's communications system in action every day, employees and the public have ongoing opportunities to experience it, contribute to it, and reflect on its strengths and where there are opportunities to make enhancements.
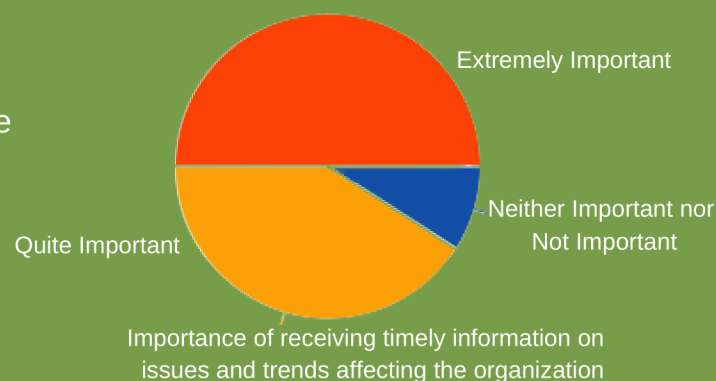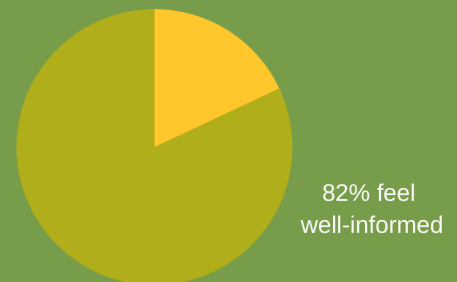
To develop the 2022-2026 Municipal Communications Strategy, an internal communications survey and a public communications survey were released to explore experiences, perceptions, and ideas related to the current strengths of the Town's communications system as well as opportunities to improve it.
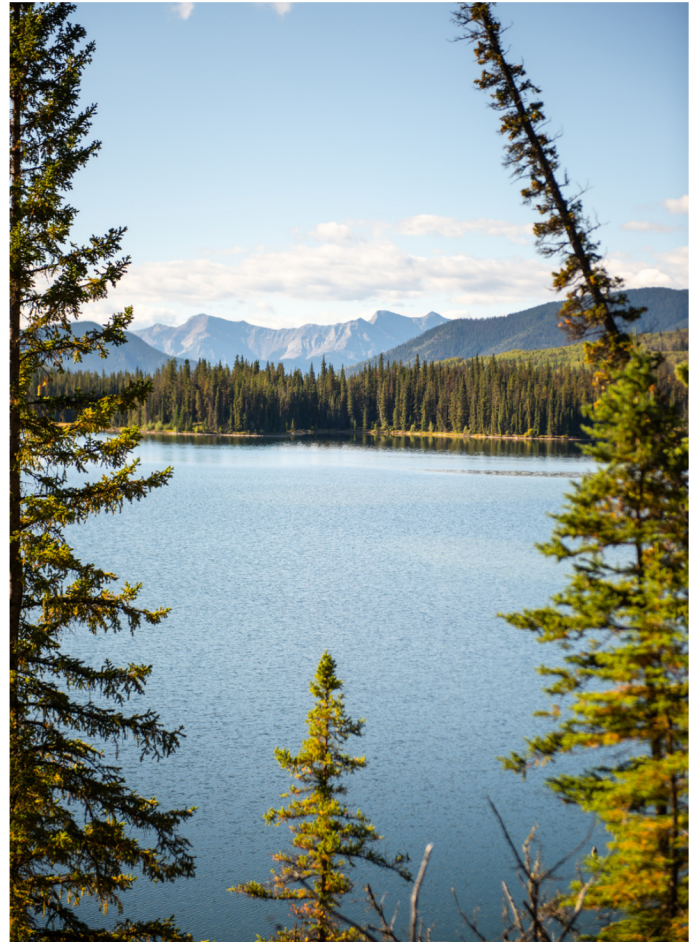
INTERNAL COMMUNICATIONS

From Internal Communications Survey, 86% of respondents said they feel well-informed about what is going on in the organization, 82% said they feel they have a good overall knowledge about the organization, and 73% said they feel they have a good understanding of the organization strategy.

Town employees were asked which topics were important for them to receive timely information on. The topics most selected as 'extremely important' were changes in compensation and benefits (64%), issues and trends affecting our organization (64%), the organization's strategies for the future (45%), and community involvement (45%).

82% feel well-informed

Extremely Important

Quite Important

Neither Important nor Not Important

Importance of receiving timely information on issues and trends affecting the organization

Please see below highlight answers from Town employees:

What do you like best about the Organization's internal communications

- Organization/employee success stories
- We are becoming more consistent and frequent. The neutral, inclusive, and informative tone of the communications
- Everything is done in a timely manner and communicated professionally
- Internal notifications are quite efficient
- CivicSends for all staff
- Staff emails and team meetings
- It is timely and relevant to what is happening

What would you like to see done differently about our Organization's communication?

- When announcements are made that maybe effect the community as well as our organization, it would be nice to see more commentary from Council and the Mayor
- Updated organizational chart sent out more frequently
- Accessibility for those employees who are not fully computer literate or have limited access to computers at work (think Transit, Parks, etc.), and more accessible to other employee populations
- Somehow notify citizens proper ways to file complaints/make comments other than going through Council

What other topics are important for you to know more about and would like in future (internal) communications?

- Our project updates, especially capital, or even street sweeping, hydrant clearing, etc. It's nice to know about the tangible outcomes of the work we do which impacts the community. Reminds us of why we are here
- The link between Council and senior leadership group with strategic plans etc. and to include any forward-facing initiatives (positive or negative) the Town is working on in their areas.
- Strategic direction
- I would like to see more celebration, positive information, or fun items. Even if they are small things like pics of a Town event over the weekend, kudos to the street sweeping crew, check out parks hard at work mowing the dandelions, or look at the little flower garden in front of the Guild etc. It might bring us closer as an organization and feel more as a team for those in different buildings.

PUBLIC COMMUNICATIONS

Please note this survey was conducted before the rollout of the new website.

Most respondents (53.7%) said they find communication from the Town of Hinton useful and 39% of respondents said they are satisfied with Town communications.

53.7% find our communication useful

When asked how they prefer to receive information, 85% of respondents said digitally (website, email, social media) and 15% said through hard copies (newspaper, letter).

85% prefer to receive information digitally

However, when asked what their primary source of information from the Town is, 57% of respondents said newspaper notices and 57% said Town social media.

57% said newspaper notices are their primary source of information

When looking for information, most respondents said they would turn to Town social media (56%) or the Town website (50%). Other sources selected were contacting the Town by phone/email (33%), newspapers, the Mayor's live broadcasts, and talking to friends or Town employees.

56% look for information on social media

Topics the respondents selected as ones they are most interested to be in the know about are community events, service disruptions, and recreation. The topics they are least interested in are business supports (for example, the tax incentive bylaw, patio program), staffing announcements, and Council meetings.

Topics most interested in:
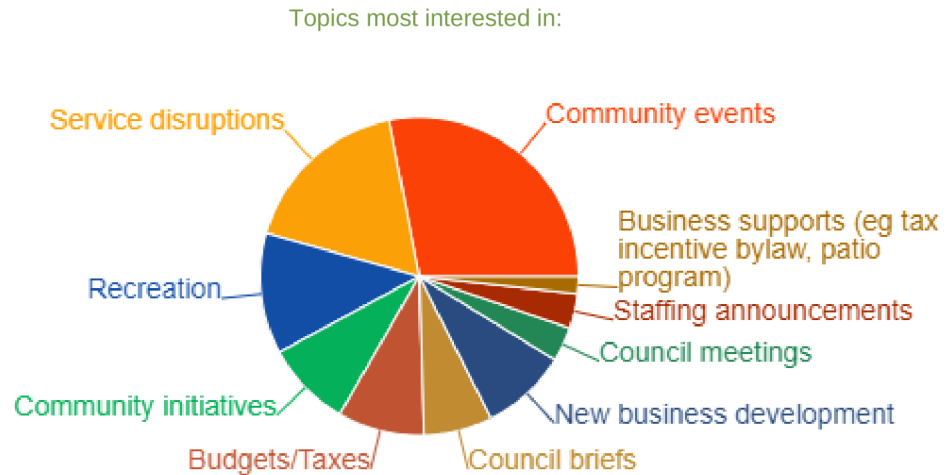
When asked to list any further topics they are interested in receiving information about from the Town, respondents said:

"
- Emergency situations and area highway closures when occurrences happen
- Volunteer opportunities
- Updates about things like spray park opening, riverfront park opening, snow removal, street sweeping, accomplishments/celebrations (i.e. awards, "job well done", "look at this cool thing in the Town"), maybe "Did you know?" informational items about the Town etc.
- Updates on pool shutdown etc.
- Being more active on emergency issues especially since fire season is starting. This community needs more knowledge on what's happening in Hinton.
- Long-term directions for sustainability, what is Hinton's Strategic Plan?
"

The survey participants' views of the strengths and opportunities were analyzed in context of communications best practices, with an emphasis on municipal communications, and applied to identify communications goals, objectives and actions for the next four years.

OBJECTIVES & ACTIONS
FOR 2022-2026

The following strategy considers the Town's opportunities, strengths, and current external and internal operating environment to identify its goals and objectives, and, aligning with the key elements of the Town of Hinton 2022-2026 Strategic Plan, actions for the next four years.

Council's Key Principles in the 2022-2026 Strategic Plan that flow into all Strategic Priorities and Goals are:

Customer-focused   Engaged   Sustainable   Solution focused

Safe   Inclusive   Collaborative

In this Strategy the communication priorities, goals and implementation actions are separated into three sections: Ongoing Communications Priorities, Senior Leadership Communication Commitment and Priorities 2022-2026, and Communications Service Area Priorities 2022-2026.

ONGOING COMMUNICATIONS PRIORITIES

PRIORITY 1: CAPACITY BUILDING

ACTION

COMPONENTS

Develop and maintain an updated onboarding training session and reference manual for new hires.

1. Communications Handbook
2. Onboarding Training Package
   - Community Sustainability Plan
   - Strategic Plan
   - Report Template
   - Policy Policy Handbook
   - Communications Policy
   - Social Media Policy
   - Website Tour and Permissions
   - Social Media Tour and Permissions
   - Advertising Request Form
   - Staffing Announcement Directive & Form

Provide an annual information session demonstrating how communications aligns with the Town's project plans, issues and reputation management, public engagement, and when employees should engage and expect to work with communications.

1. Communications Calendar for regular annual events and activities conducted by the Town.
2. Communications Calendar for Capital and One-Time projects.
3. Conduct inter-Departmental engagement on all projects to ensure communication deadlines align with project deliverables.

Offer training when introducing new communications processes and templates.

1. Prepare presentations and trainings that meet the needs of all learning styles.
2. Ensure Senior Leadership Team approval prior to training roll out.

PRIORITY 2: PLANNING

ACTION

Ensure internal and external stakeholders are identified and prioritized in all communications plans. Create a stakeholder list and ensure analysis is completed as part of all engagement planning with the goal of understanding key audiences and what they need to know regarding a project or decision.

Consider community relationships to help identify individuals, groups, or organizations with a direct interest in the topic of the public engagement and develop project outreach networks with these individuals to involve them in both communicating information about the project and encouraging their networks to participate in engagement opportunities.

COMPONENTS

Use of the following guiding materials:
1. Public Participation Spectrum
2. Stakeholder Management Cycle
3. Stakeholder Identification & Analysis

GOAL

GOAL		PROMISE
TO PROVIDE BALANCED & OBJECTIVE INFORMATION IN A TIMELY MANNER.	INFORM	"WE WILL KEEP YOU INFORMED"
TO OBTAIN FEEDBACK ON ANALYSIS, ISSUES, ALTERNATIVES AND DECISIONS.	CONSULT	"WE WILL LISTEN TO AND ACKNOWLEDGE YOU CONCERNS"
TO WORK WITH THE PUBLIC TO MAKE SURE THAT CONCERNS AND ASPIRATIONS ARE CONSIDERED AND UNDERSTOOD.	INVOLVE	"WE WILL WORK WITH YOU TO ENSURE YOUR CONCERNS AND ASPIRATIONS ARE DIRECTLY REFLECTED IN THE DECISION MADE"
TO PARTNER WITH THE PUBLIC IN EACH ASPECT OF THE DECISION-MAKING.	COLLABORATE	"WE WILL LOOK TO YOU FOR ADVICE & INNOVATION & INCORPORATE THIS IN DECISIONS AS MUCH AS POSSIBLE"
TO PLACE FINAL DECISION-MAKING IN THE HANDS OF THE PUBLIC.	EMPOWER	"WE WILL IMPLEMENT WHAT YOU DECIDE."

PRIORITY 2: PLANNING, CONT.

ACTION

Identify opportunities for the Town to share its work and achievements with audiences outside the municipality, further developing its reputation and presence as a municipal leader.

COMPONENTS

Publications include:
1. Municipal Info Network
2. Alberta Municipalities
3. Municipal World
4. CBC, Global, and CTV Edmonton,
5. Regional Press Releases

Ensure the preparation of budget related engagement initiatives in line with the annual Budget Cycle timelines.

Pre budget service level and budget survey.

Draft Budget Feedback at a Town Hall or Open House.

PRIORITY 3: PROCESSES & PRACTICES

ACTION

Assess where there are expectations for Town employees to lead certain communications services and provide guiding documents and templates to assist in communications delivery.

COMPONENTS

Recreation, FCSS, and Fire Services Facebook pages.

Templates for Recreation and FCSS CivicSends/News Flashes.

SENIOR LEADERSHIP COMMUNICATION COMMITTMENT AND PRIORITIES 2022-2026

Goal 1: Commit to humanizing the Town and increasing approachability by providing public information on projects and initiatives monthly.

Action: Increase public visibility of Town staff while sharing information on upcoming initiatives conducted by the Town.

Method: Social Media – Video Clips

Lead: Communications with Director and staff participation.

Timeframe: Ongoing (2022-2026)

Action: Ensure project leads liaise with Communications staff to create public facing pre and post project communication/engagement plans.

Method: Use of guiding materials: Public Participation Spectrum, Stakeholder Management Cycle, Stakeholder Identification & Analysis Table, Stakeholder Commitment and Contributions Map, and Communications Plan.

Lead: Communications with Director and staff participation.

Timeframe: Ongoing (2022-2026)

Goal 2: Increase staff awareness and understanding of key messages associated with Town initiatives.

Action: Conduct semi annual all staff meeting regarding Department updates and CAO/Council priorities.

Method: Visual Presentations, Speakers, Question Period.

Lead: Communications will initiate planning process and will prepare visual presentations. Directors and CAO will present to staff.

Timeframe: Ongoing 2022-2026

Action: Provide meeting minutes from leadership meetings to ensure all staff awareness.

Method: All staff email, bulletin board posting.

Lead: Communications Assistant

Timeframe: Monthly 2022-2026

Action: Ensure project leads provide updates to leadership team outlining communication/engagement plan components and key messages for each project.

Method: Presentation of communications / engagement plan. This will be captured in meeting minutes and shared with all staff.

Lead: Project lead to present. Communications to circulate meeting minutes.

Timeframe: Monthly 2022-2026

Action: Ensure inter-Departmental engagement prior to the development of communications plans, engagement initiatives, and Council report writing.

Method: Implement accountability measures as trained. Use of the following guiding materials: Public Participation Spectrum, Stakeholder Management Cycle, Stakeholder Identification & Analysis Table, Stakeholder Commitment and Contributions Map, and Communications Plan.

Lead: Directors ensure staff are accountable to the process. Project leads conduct internal engagement. Communications to support Project lead.

Timeframe: Ongoing 2022-2026

COMMUNICATIONS SERVICE AREA PRIORITIES 2022-2026

Component: Organizational Alignment

Goal 1: Ensure Town branding and visual identity are maintained.

Action: Update Visual Identity Guidelines reference manual.

Method: Update physical document and make available via electronic document management system.

Lead: Communications with Director and staff participation.

Timeframe: Q3 & Q4 2022

Action: Provide training on updated Visual Identity Guidelines.

Method: Leadership team meeting, all staff meeting. Training provided through onboarding, leadership meetings, and as needed.

Lead: Communications

Timeframe: Q4 2022 - Q1 2023

Action: Generate a list of communications templates, maintain their relevance, and provide training on use.

Method: Templates for Letters, Press Releases, Staffing Announcements, CivicSend / Newsflashes, Advertising request form etc. Training provided through onboarding, leadership meetings, and as needed.

Lead: Communications

Timeframe: Q4 2022

Goal 2: Ensure accurate and consistent representation of Town Departments, Service Branches, Service Areas, and Service Units on all public and internally facing documentation/communication materials.

Action: Create overview of the Town's Departments, including their core business functions and the lead for each business function.

Method: Update website Department pages. Update Government tab on website to reflect Town structure and naming conventions.

Lead: Communications

Timeframe: Q3 2022

Action: Conduct annual training of organization naming conventions and common definitions.

Method: Presentation and materials provided to all staff.

Lead: Communications. Directors, Managers, and Supervisors to ensure staff understanding and alignment.

Timeframe: Q4 annually

Action: Identify Policies and Bylaws that require updates to naming conventions, definitions, and templates as prescribed by Policy CL-1106 and the Policy Handbook.

Method: Liaise with Directors and Managers to update naming conventions, definitions, and templates in alignment with Policy CL-1106 for approval by Council.

Lead: Communications to lead schedule for Policy and Bylaw amendment. Directors/Managers to bring report(s) and updated documents for Council approval.

Timeframe: Q3 2022 - Q2 2024

Action: Identify Directives and Procedures that require updates to naming conventions, definitions, and templates as prescribed by Policy CL-1106 and the Policy Handbook.

Method: Liaise with Directors and Managers, and Supervisors to update naming conventions, definitions, and templates in alignment with Policy CL-1106 for approval by Council.

Lead: Communications to lead schedule for Directive and Procedure amendment. Directors, Managers, and Supervisors ensure SLT approval of updated Directives and Procedures prior to staff role out.

Timeframe: Q3 2023 - Q2 2024

Component: Policy Development

Goal 3: Ensure a clear level of internal and external service supported by Council approved Policy.

Action: Update the Communications Policy to ensure it clearly identifies the purpose and role of corporate communications, as well as employee's and Council's roles and responsibilities.

Method: Conduct internal and external stakeholder engagement. Edit Policy Document. Seek Council Approval.

Lead: Communications

Timeframe: Q2 2023

Action: Update the Social Media Policy and Public Participation Policy to reflect emerging trends and best practices for local governments.

Method: Conduct internal and external stakeholder engagement. Edit Policy Document. Seek Council Approval.

Lead: Communications

Timeframe: Q3 2023

Action: Create Level of Service Document to be attached to applicable communications documents.

Method: Conduct internal and external stakeholder engagement. Edit Policy Document. Seek CAO approval. Seek Council approval.

Lead: Communications

Timeframe: Q2 2023

Action: Support the Director of Protective Services in the updating of any emergency management documentation and relevant public information guides.

Method: As needed or directed: Flyers, Infographics, Emergency Management Plans, Public Relations.

Lead: Director of Protective Services Supported by Communications.

Timeframe: Q1 annually, to coincide with Emergency Preparedness Week.

Component: Public & Internal Communications
These actions have been set in line with Senior Leadership Team commitments and ongoing matters.

Goal 4: Provide public communications to enhance community awareness of Town initiatives and improve Town's reputation.

Action: Enhance community understanding of Hinton signature events versus community initiatives and local events through marketing of the website calendars.

Method: Education campaign. Direct outreach for free community calendar submissions.

Lead: Communications

Timeframe: Q4 2022

Action: Ensure communications staff are trained to support emergency management functions for the community.

Method: Ensure ICS and EOC Training.

Lead: Communications and Director of Protective Services.

Timeframe: Q3 2022

Action: Increase the frequency with which regional notices pertaining to public safety are shared.

Method: Fire Notices, Road Closures along HW 40 & 16, AB 511, Linked from town notice to agency socials.

Lead: Communications

Timeframe: Q2 2023

Action: Work with all Service Branches to develop area specific communication plans for regular business of the Departments.

Method: Social Media, Website, News & Announcements.

Lead: Communications

Timeframe: Complete all Departments before Q4 2025.

Action: Increase the breadth of information provided to the community regarding intergovernmental and industry partnerships – including grants - for all major projects.

Method: Official Media Releases, Social Media campaign, News & Announcements, Voice Editorial.

Lead: Communications supported by Directors and CAO.

Timeframe: Q1 2023

For inquiries, contact us.

www.hinton.ca
info@hinton.ca
780-865-6016